



EST. 1856

UTAH STATE FAIRPARK

FAIRPARK COMMITTEE HEARING

NOVEMBER 15, 2018

UTAH STATE FAIRPARK



2018 Business Highlights

- Successfully produced what is being labeled as our most successful fair in history.
- Increased the number of events hosted at the fairpark over prior year.
- Worked closely with DFCM to correct several building and grounds deficiencies.
- Successfully negotiated with SLC Corporation to include the fairpark location for consideration for the new public market. A consulting firm was secured to assess the feasibility of a year around public market. “similar to Pike Place in Seattle” Due spring 2019

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2018 Arena Update

- Successfully completed numerous arena projects LED screens, shade for concessions and announcers booth.



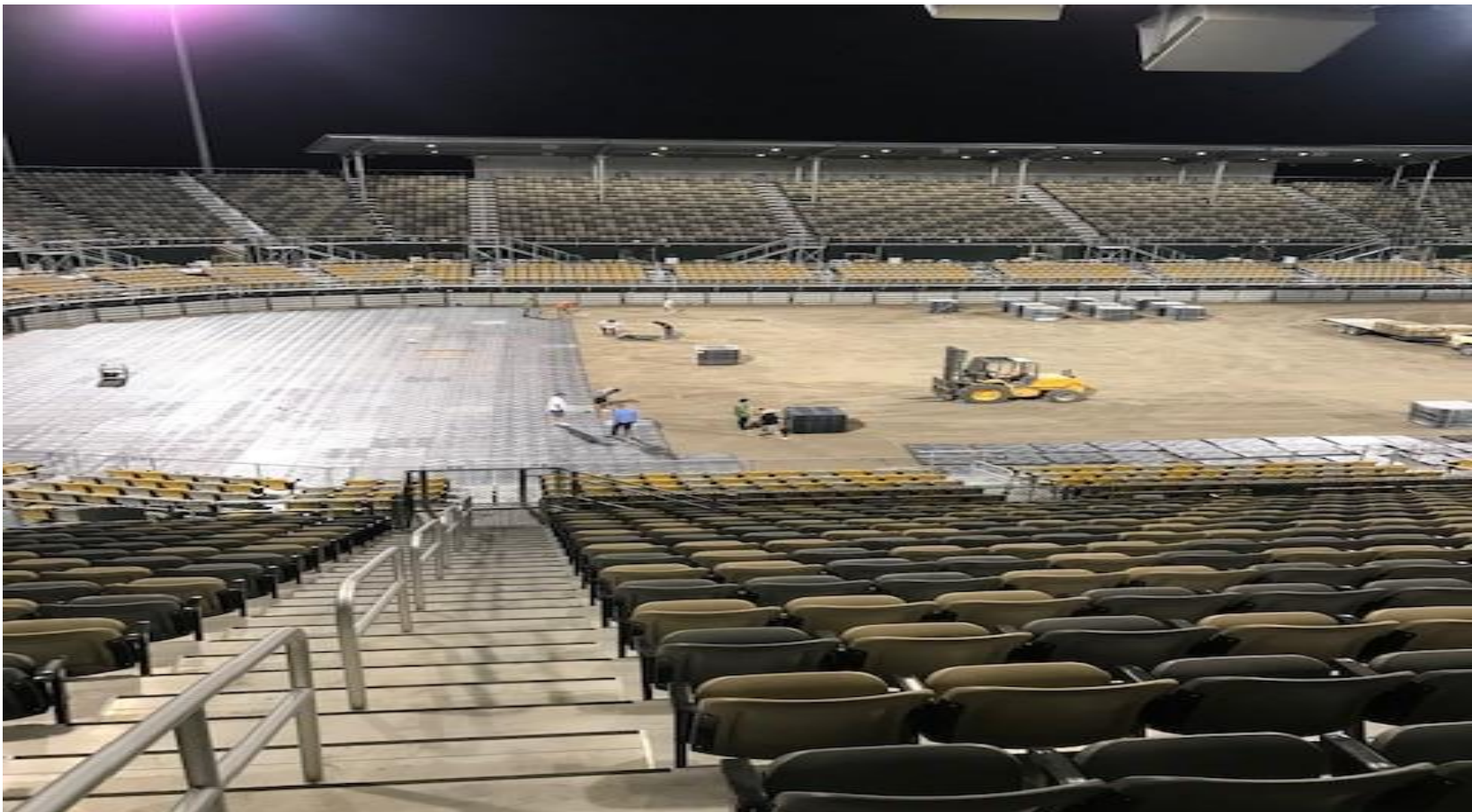
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New Cement & Fencing



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New Flooring



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White Ball Park

- We were notified by an adjacent property owner that they are entitled to a prescriptive easement across the property. We have been working closely with DFCM and the property owners legal council to resolve. Were hopeful to have this issue resolved before the end of the year.
- The site has been selected as one of two possible locations for a new “Public Market” The project would be located along the Jordan river and occupy roughly 1.4 acres. Leaving the balance of the property to be developed as mixed use.
- A feasibility study has been commissioned and the data obtained will be used to develop white ball park.
- A parking solution will need to be secured before developing the property.

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State Fair



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2018 Utah State Fair Performance Review

- Attendance: 283,462 attended the fair in 2018 an increase of 10.6% over prior year.
- 10,653 Competitive Exhibits and 4,311 Exhibitors Up 3.5% over prior year
- Carnival ride revenue exceeded “historical best” and became one of only three fairs in the ride operators history to exceed the ONE MILLION DOLLAR mark. Total ride and midway gross revenue \$1,429,339 up \$317,191 over prior year.



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2018 Utah State Fair Cont.

- Concessions “food & Beverage” gross revenue exceeded historical best. \$2,229,426 up 31.5% over prior year.
- Parking revenue was up 19.5% over prior year
- Arena event gross revenue up 486% over prior year \$500,116 versus 103,068 in 2017
- Total fair gross revenue \$4,133,565 up 38.1% (\$1,116,165) over prior year.
- Total fair expenses up 14.5% over prior year \$320,684
- Net Fair Earnings \$1,576,111 up 101% over prior year (\$780,631)

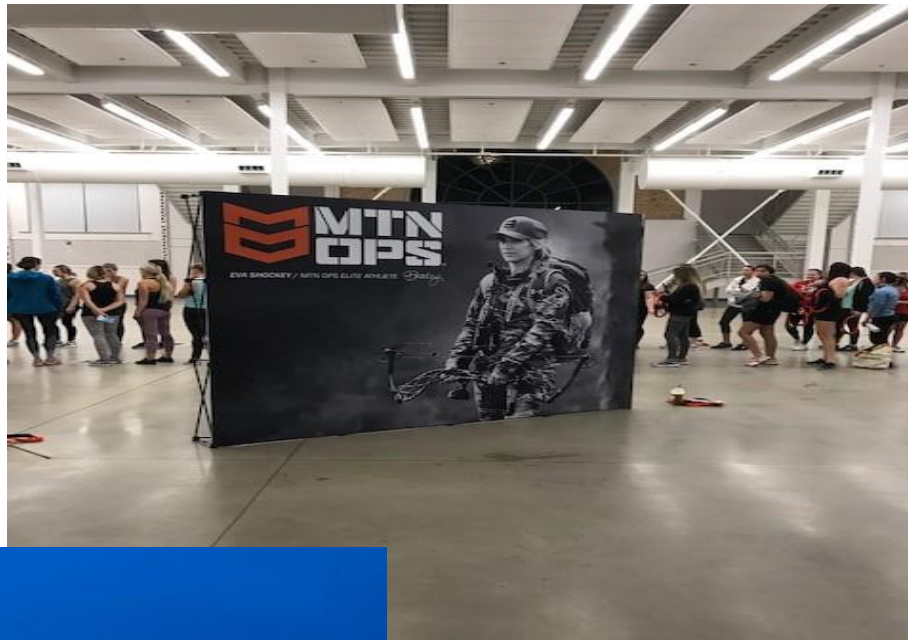
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2018 Fair Revenue Assumptions

- The weather was beautiful 10 of the 11 days.
- Our marketing plan resonated well with the public, and was supported by a well executed advertising campaign. We utilized Bill Boards, Television, Social Media, static ads and print to convey our message.
- Superb content! We provided highly attractive live acts in the arena, Dan & Shay, Kansas, Collective Soul and more. We provided fun and engaging grounds entertainment acts that the entire family could enjoy, and numerous hands on exhibits.
- Animals!
- Great Staff & Volunteers!!!!

UTAH STATE FAIRPARK 2018 Events



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2018 Events

The Fairpark team successfully increased the number of events held at the Fairpark. A few notable events:

- Chinese Lantern Festival
- Days of 47 Rodeo
- Market Beautiful
- Scottish Festival
- Utah Beer Festival
- Pumpkin Nights

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Fairpark YTD Financial Performance

- Arena event gross revenue up substantially over prior year \$1,274,488. Versus \$194,256.00 in 2017. Net earnings were up \$537,775.00 over prior year. \$280,262.11 versus -257,513.00
- Event gross revenue up 64.0% over prior year \$987,138.00 versus \$771,820.00 in 2017.
- Fairpark gross revenue up \$1,324,926 over prior year. YTD gross revenue \$5,233,941 versus \$3,909,015.00 in 2017.

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2019 Challenges & Opportunities

- Traffic, we need to find a solution to traffic and parking issues.
- Long lines to purchase day of tickets, Kiosks?
- Staffing, our success has brought unsolicited attention from other venues.
- Noise, we recently demonstrated new “hard of void” wave technology that allows us to control noise levels at various distances.

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2019 Fairpark Planned Improvements

- Exterior siding on guest services building \$70,000.00
- Deferred maintenance entertainers trailer \$20,000.00
- Ticket Kiosk 25,000.00
- Mobile Food trailers for arena (fryers) \$43,000.00
- Install heat in barn #9 \$36,000.00
- Air curtains in food court \$14,500.00
- LED signage for park \$12,500.00
- Expand arena announcers booth \$35,000.00

Total: \$256,000.00

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2019 Legislative Appropriations Request

- \$550,000.00 Base Budget plus earned credits